



**MINUTES
COMMITTEE OF THE WHOLE MEETING
Tuesday, September 15, 2015**

Present:

Mayor Brandt
~~Trustee Grujanac~~
Trustee McDonough
~~Trustee McAllister~~
Village Attorney Simon
Chief of Police Kinsey
Public Works Director Woodbury
Management Analyst Shoukry
Economic Development Coordinator
Zozulya

~~Trustee Feldman~~
Trustee Hancock
Trustee Servi
Village Clerk Mastandrea
Village Manager Burke
Treasurer/Finance Director Peterson
Community & Economic Development
Director McNellis

ROLL CALL

Mayor Brandt called the meeting to order at 7:34 p.m. and Village Clerk Mastandrea called the Roll.

2.0 APPROVAL OF MINUTES

2.1 Acceptance of the August 24, 2015 Committee of the Whole Minutes

The minutes of the August 24, 2015 Committee of the Whole Meeting were approved as submitted.

3.0 ITEMS OF GENERAL BUSINESS

3.1 Planning, Zoning and Land Use

3.2 Finance and Administration

3.21 Receipt of Request from Citizens and Village Organizations Regarding Proposed Fiscal Year 2016 Budget (Village of Lincolnshire)

Village Manager Burke provided a summary of the Village organizations annual requests regarding proposed fiscal year 2016 budget. Lake County Partners provided a request for annual membership. Village Manager Burke noted Maureen Reidy from Visit Lake County and Kristin Duncan from Lincolnshire Marriott Resort were in attendance to provide a summary of the Visit Lake County request.

Ms. Maureen Reidy, President of Visit Lake County provided a brief presentation regarding return on investment, events, and promotions for current year. Ms. Reidy provided specific examples of her organization's work to promote travel and tourism in the Village of Lincolnshire and

noted Visit Lake County is requesting the Village contribute \$25,000 in 2016.

Ms. Kristin Duncan, General Manager of the Lincolnshire Marriott provided information regarding the impact Visit Lake County has on the Marriott. Ms. Kristin Duncan asked the Board to consider the budget request from Visit Lake County

Trustee Hancock asked if any of the revenue received by Visit Lake County is used for direct advertising. Ms. Reidy noted a direct advertising campaign is done in the summer including social media and sales to encourage group business.

Mayor Brandt noted the request will be discussed during the budget meeting.

Mr. Loren Minkus, resident at 450 Village Green, representing Lincolnshire Place homeowners, noted their request is for a pedestrian activated stop sign at the crosswalk between Village Green North and Village Green South. Mr. Minkus stated 75% of the residents at Lincolnshire Place signed a petition for this stop sign.

Mayor Brandt stated Olde Half Day Road is the Illinois Department of Transportation's (IDOT) jurisdiction and asked if the request would need to be made to IDOT. Public Works Director Woodbury noted he is in the process of working with IDOT on corridor signals and will ask the question about the proposed stop sign. Public Works Director Woodbury stated he believes an engineering study would need to be done and ultimately this would be IDOT's decision.

Trustee McDonough asked what the residents would want at this crosswalk. Mr. Minkus stated the desire is to have a pedestrian activated stop sign. Public Works Director Woodbury provided the Board with photos of a pedestrian activated stop sign. Public Works Director Woodbury stated a line item has been identified in the 2016 budget; however, this would have to be approved by IDOT in order to move forward.

Mayor Brandt noted the same amounts have been allocated in the proposed 2016 budget for special events as was allocated in the past. Mayor Brandt asked if the funds should be managed by the Village for these events since the Lincolnshire Community Association (LCA) has pulled back substantially. Village Manager Burke noted there has been no formal request submitted by LCA for 2016 and they have not submitted an invoice as of yet for 4th of July 2015.

Trustee Servi noted he received resident concern regarding lack of a crosswalk at Jamestown Lane and would like to discuss this issue during the budget meetings. Mayor Brandt noted this issue is also IDOT related. Village Manager Burke noted Public Works Director Woodbury

included a capital request in the budget to be discussed. One of the challenges is there are currently no sidewalks at this location but discussions of extending the pathways along the corridor are in the goals for discussion.

Trustee McDonough asked for clarification in the calculation for the proposed donation for Visit Lake County. Community & Economic Development Director McNellis stated Visit Lake County requests \$25,000 for Fiscal Year 2016. He noted, however, in Fiscal Year 2015 \$15,000 was budgeted for the Village's annual contribution, and \$5,000 additional was included for marketing making the total current budget amount of \$20,000.

3.22 Consideration and Discussion of Village of Lincolnshire Goals for Fiscal Year 2016 (Village of Lincolnshire)

Village Manager Burke provided a summary of the 2016 goals which have been developed by staff as well as based on discussions by the Board throughout the year.

Mayor Brandt noted her opinion would be for staff to prioritize trees as a goal and suggested increasing spending of tree bank funds. Mayor Brandt suggested putting a formal program in place for tree issues. A brief conversation followed regarding what is currently being done regarding tree plantings, replacement and removal of dead trees. Public Works Director Woodbury noted there is a Tree Adoption Program in place, and funds budgeted for tree plantings annually.

Trustee Hancock asked if budget consideration is being made for development of the business district corridors in the Village and would this be part of the budget discussions or goals of the Village. Village Manager Burke noted the "Central Area Plan" will be considered to address pedestrian access and identify development opportunities or redevelopment opportunities in the Village's major commercial areas. Community & Economic Development Director McNellis stated the plan is identified as the "Central Area Plan" because it involves a multitude of areas. Community & Economic Development Director McNellis stated the idea is to take the central core along Milwaukee Ave and look at different areas, in different ways to see what type of development and view the Village wants them to be for long-range planning.

Mayor Brandt noted she would like to establish a goal of having a Community Calendar in order to provide help for community events.

Trustee Hancock asked for staff to look at how signage is development for retail space since it all appears to be different. Community & Economic Development Director McNellis stated the signs for each retail area are approved depending on the centers' area of special sign control which is different for each commercial center. A brief conversation followed regarding the signage process, the different

centers, different variances and the current sign code. It was suggested Trustee Hancock attend the next Business Roundtable event to get information and meet the businesses involved.

3.23 Consideration and Discussion of an Ordinance Authorizing the Sale of Surplus Property (Village of Lincolnshire)

Village Manager Burke provided a summary of the proposed ordinance authorizing sale of surplus property presented to the Board approximately every six months.

There was a consensus of the Board to place this item on the Consent Agenda for approval at the next Regular Village Board Meeting.

3.3 Public Works

3.4 Public Safety

3.41 Consideration and Discussion of a Request to Approve the STARCOM21 User Agreement to Allow Police Department to Join Motorola's STARCOM21 Radio Network (Village of Lincolnshire)

3.42 Consideration and Discussion of a Request to Authorize Police Department Purchase of Twenty-Eight (28) Motorola APx6000 Portable Radios at a cost of \$93,438 (Village of Lincolnshire)

Mayor Brandt opened items 3.41 and 3.42 together.

Chief of Police Kinsey provided an update from the August 10, 2015 Committee of the Whole meeting and summary of the proposed request for approval of the STARCOM21 User Agreement and Police Department purchase of twenty-eight Motorola portable radios. Chief of Police Kinsey stated since this is a state mandate funds were not budgeted in 2015 so Motorola has agreed to defer payment until May of 2016.

There was a consensus of the Board to place these items on the Consent Agenda for approval at the next Regular Village Board Meeting.

3.5 Parks and Recreation

3.6 Judiciary and Personnel

4.0 UNFINISHED BUSINESS

4.1 Continued Consideration of Lincolnshire Brand Design Options (Village of Lincolnshire)

Village Manager Burke provided an update and summary of the Lincolnshire brand design process. It is the opinion of staff that the branding options have come a long way since the April 2015 meeting. Village Manager Burke

reiterated the Lincolnshire “L” is expected to co-exist with the new brand identity and not be abandoned entirely.

Mr. Jay Sharman, CEO and Founder of Teamworks Media provided a presentation regarding the proposed brand design options. Mr. Sharman noted a new brand would be rolled out over time.

Trustee Hancock asked if Teamworks Media reached out to residents and commercial for feedback. Mr. Sharman stated the residents’ response of what they felt Lincolnshire represented was green, green space, open space, and nature. Commercial feedback was that residents are not as supportive as they would like them to be; and there is not a downtown or central gathering place. Corporation feedback was that they like being in Lincolnshire but there is a want to improve relationships.

Mr. Sharman continued his presentation highlighting different proposed logos. Trustee Hancock asked if there was any consideration to include a picture of a school in the logos instead of commercial buildings. Mr. Sharman stated putting a school in the logo was not considered or incorporated in any of the proposed logos. Mr. Sharman stated that if the Village maintains the current logo, updates are recommended.

Trustee Hancock provided feedback related to each logo and stated his opinion was to attract younger families to Lincolnshire and feels this is being missed in the current design options. Trustee Hancock expressed concern that people do not get an idea for what Lincolnshire is from the logos presented.

Ms. Carol Summerfield provided some background into logo three/the multi-colored trees which evolved from the last meeting.

Trustee Hancock stated he did not think any of the logos communicated the full aspects of the Village. Ms. Summerfield noted it is difficult for a logo to communicate everything about the Village so Teamworks Media focused on who the intended audience is; what the outreach is and then they try to match this with the Communication Plan to help mirror the logo with the message. Trustee McDonough asked if the Communication Plan would be written by staff. Ms. Summerfield stated part of Teamworks Media’s contract is to write and implement the Communication Plan. Trustee McDonough asked if there was any logic in writing the Communication Plan first then coming back to match the logo to fit the plan. Ms. Summerfield noted the plan can be done first but the question remains, what is the primary communication point and what does the Village want the message to say about Lincolnshire since all of this comes with the message or story Teamworks Media would want to use in the creation of the plan.

Trustee Hancock noted the Board needs to determine the primary market out of four identified; retail, commercial, residents, and visitors.

Trustee Servi commented on the logos and stated he would like the current logo to be updated and pop. Trustee Servi noted he thought more work needed

to be done before a logo is decided and his opinion was none of the proposed logos are what the Village is looking for at this time.

Mayor Brandt asked if staff had any thoughts regarding the proposed logo designs.

Community & Economic Development Director McNellis stated this is a personal choice and his personal preference was logo three in different tones of green.

Economic Development Coordinator Zozulya noted her personal preference of what Teamworks Media presented was logo two or logo three and provided reasons for her preferences. Economic Development Coordinator Zozulya noted that during her business visits there has been a sense of excitement around the re-branding. Staff agrees with Teamworks Media that branding has to tell a story and the design of a logo is only part of the story.

Public Works Director Woodbury noted his personal preference was logo two.

Village Manager Burke noted the proposed branding was not taken on to bring change for change sake. Staff is working to get the vision of the Board and hopes the brand update can be executed to convey what the Board wants the Lincolnshire story to be. Village Manager Burke noted it was his opinion the current brand does not tell a story or a message of the Village. Village Manager Burke noted his opinion was that logo number one would be changing for change's sake.

Trustee Hancock noted his opinion would be to get a Marketing Plan prior to changing a logo. Trustee Hancock stated the branding is central to recent development discussions among the Village Board and finding out what the Board feels about the vision for the community will make it more apparent to whom we want to be as a Village.

Mayor Brandt noted several Trustees are absent from the meeting and suggested putting this on the next agenda under unfinished business. Mayor Brandt summarized noting proposed logs two and three are the desired logos with more greens from current discussions. Mayor Brandt suggested putting the Village Hall tower into proposed logo two rather than reflecting a commercial type building.

It was the consensus of the Board to place this item on the next agenda under unfinished business for further consideration and discussion.

5.0 NEW BUSINESS

5.1 Budget Meeting Dates

Mayor Brandt noted proposed budget meeting dates were submitted to the Board and asked if all the Board responded. Village Manager Burke stated he was still waiting for three responses but all three dates are available to all who did respond.

5.2 News Article – Motorola Solutions

Mayor Brandt noted she read an article that Motorola Solutions was moving to Illinois and asked if there is a chance they are moving to Lincolnshire.

Trustee McDonough noted it was announced today that they are moving to 500 W. Monroe, Chicago

5.3 Brampton Lane Medians

Mayor Brandt reminded the Board Mr. Kelley, resident on Brampton Lane came to a meeting requesting the medians by his house be removed. Mayor Brandt noted much of the foliage has currently been removed and asked if the medians would be left empty.

Public Works Director Woodbury noted low growing plant materials will be planted in the spring.

6.0 EXECUTIVE SESSION

7.0 ADJOURNMENT

Trustee McDonough moved and Trustee Servi seconded the motion to adjourn. Upon a voice vote, the motion was approved unanimously and Mayor Brandt declared the meeting adjourned at 9:24 p.m.

Respectfully submitted,

VILLAGE OF LINCOLNSHIRE

Barbara Mastandrea
Village Clerk